aruba
a Hewlett Packard Enterprise company

Corporate Overview

Capitalize on the age of insight

At Aruba, a Hewlett Packard Enterprise company, we believe the most dynamic customer experiences happen at the Edge—an office, a hospital, a school, or at home. It's anyplace work gets done and data is generated by users, devices, and things across your network.

Our mission is to help customers capitalize on these opportunities by providing secure edge-to-cloud networking solutions. We use AI-based machine learning to deliver simpler, faster, and more automated networks that analyze data to help businesses thrive.

ARUBA CORE OFFERINGS

Aruba takes a cloud-native approach to helping customers meet their connectivity, security, and financial requirements across campus, branch, data center, and remote worker environments, covering all aspects of wired, wireless LAN, and wide area networking (WAN).

ARUBA CORE VALUES

We are always customer first, customer last

We don't develop technology for technology's sake—everything we do starts and ends with our customers.

We are unconventional and innovative

We've never been a traditional networking company. We're always questioning, pushing boundaries, and charting new paths to success.

We are the biggest small company

Over the years, we've treated our customers, employees, and suppliers like family while remaining nimble and ahead of market shifts.

Aruba at a Glance

Founded
2002

Acquired by Hewlett-Packard (now HPE)
2015

HPE acquired Silver Peak
2020

Headquarters
San Jose, CA

Revenue
$3 Billion

Regions served
Americas, Europe, Middle East, Africa, Asia-Pacific, and Japan

Number of employees
7,000+

Market symbol
Hewlett Packard Enterprise is listed on NYSE under the symbol HPE and is an S&P 500 company

WHY ARUBA?

Recognized industry leadership

Backed by the strength of HPE, Aruba is consistently recognized by industry analysts as a leader in Wi-Fi, switching, wired and wireless LAN access, and SD-WAN infrastructure.

The world's most important organizations rely on our solutions to power innovation and digital transformation spanning campus, branch, data center, home office, and security-conscious environments.

Forward-thinking innovation

Our founders created Aruba in 2002 to establish wireless as the predominant secure access technology for the enterprise—and helped customers capitalize on this transformation.

In 2014, we pioneered a cloud-delivered architecture that set the stage for our next-generation suite of AI-driven cloud-native network services.

In 2020, we launched Aruba ESP (Edge Services Platform), the industry's first cloud-native platform to break through the limitations of traditional network management. Aruba ESP provides AI-powered operations, provisioning, orchestration, security, SD-WAN, and location services from the cloud.

Edge-to-cloud security

Mobility, IoT, digital transformation, and remote work have heightened security challenges. Aruba delivers built-in security as the foundation for Zero Trust and Secure Access Secure edge (SASE) frameworks, extending the security controls applied to your campus and branch networks to home and remote work locations as well as the cloud.

In addition to providing device discovery, authentication, and policy-based access enforcement, Aruba offers comprehensive SASE support and integrates with more than 150 third-party security solutions. By implementing cloud-based security services, organizations have a choice of best-in-class SASE solutions that include the SD-WAN, the LAN, and the cloud.

AI expertise

Our unique AIOps solutions produce the most reliable outcomes based on extensive data that trains machine learning models, domain expertise, actionable insights, and a proven track record of delivering trusted AI solutions to over 120,000 customers.

Our insights reduce the time needed to resolve network issues by up to 90% and increase network capacity by as much as 25% without adding additional hardware. The Aruba AIOps solution analyzes and identifies network and user-behavior anomalies and implements corrective actions with greater than 95% accuracy.

Aruba AIOps also collects and analyzes anonymized telemetry data from more than 120,000 customers across 30 verticals. This data identifies and solves network issues fast, boosting productivity and saving time and money.

The network is now available as a service

Aruba offers comprehensive network-as-a-service (NaaS) capabilities to help enterprises manage and reduce long-term capital expenses and flex when business needs change.

Through a cloud-like consumption model, NaaS from Aruba allows you to consume and optionally outsource the full lifecycle of your enterprise network deployment, with all hardware, software, licenses, and services delivered in a versatile consumption or subscription-based offering.

With the financial backing of HPE and our vast network of Aruba channel partners, HPE GreenLake is our premium NaaS offering. It leverages two decades of Aruba expertise in network design, deployment, and day-to-day operational management of enterprise networks.

Plus, Aruba experts handle all software updates, monitoring, troubleshooting, decommissioning, and end-of-life support, easing the burden on your organization.

Industry Recognition

GARTNER

Recognized as a leader in the 2020 Gartner Magic Quadrant for the Wired and Wireless LAN Access Infrastructure. Aruba has been a leader 15 years in a row[1].

Scored No. 1 in six out of six use cases in the 2020 Gartner Critical Capabilities for Wired and Wireless LAN Access Infrastructure Report.

IDC

Recognized as a leader in the 2019 IDC MarketScape for Worldwide Enterprise WLAN.

FORRESTER

Recognized as the only leader in wireless and location services in The Forrester New Wave: Wireless Solutions, Q3 2019 Report.

HOT COMPANY

Aruba ClearPass won both the Hot Company: Network Access Control (NAC) and the Market Leader: Bring Your Own Device (BYOD) in the 2019 InfoSec Awards.

CRN

Winner of the CRN ARC Awards for Enterprise Networking Infrastructure, Enterprise Wireless LANs, SMB Networking, and second in Enterprise Networking Security.

www.arubanetworks.com

[1] Aruba Networks' 17 years of placement includes HPE (Aruba) in the Magic Quadrant for the Wired and Wireless LAN Access Infrastructure from 2015-2021 (7 years), Aruba in the same Magic Quadrant from 2012-2014 (3 years), and in the Magic Quadrant for Wireless LAN Access Infrastructure from 2006-2011 (6 years).

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